



SHOW THIS ORDER NO.
ON YOUR INVOICE

PURCHASE ORDER

REQUESTING DEPT. COPY

PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017

CABLE ADDRESS: POLD NEW YORK
PHONE: AREA CODE 212-880-5000

NYC 04-71

DATE

12/19/91

VENDOR NO. 1824596

VENDOR: MARKETING PERCEPTIONS INC
15 EGGLE STREET
ENGLEWOOD, NJ

SHIP
TO

07631

PHILIP MORRIS U.S.A.
ATTENTION: SEE BELOW
120 PARK AVENUE
NEW YORK NY

10017

REQUISITIONER	BUYER	BID REF./EXP. INT.	CONFIRMING TO	TAXABLE
P. CONTRACTS			KAREN EISEN	ALLOWED
F.O.B.	ROUTE VIA	PREPAID	TERMS	
DESTINATION		NO		NET 30

1. Purchase Order number must appear on all invoices, bills of lading, cases, packing list and correspondence.
2. Invoices must be rendered on day of shipment to: 120 Park Avenue, N.Y., N.Y. 10017
3. Refer to PM USA Routing Guide for instructions on carrier selection and freight invoicing.

LINE	QUANTITY	UM	UNIT PRICE	AMOUNT
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FOCUS GROUPS AMONG ADULT SMOKERS ON PREMIUMS

001 1 EA 28,375.00 28,375.00

PART/DESC COM-FREE-00

FLAT FEE

*** VENDOR DELIVERY DATE 12/19/91 ***

DIST ACCT NY100 045923 5501000000

CONFIRMING ** DO NOT DUPLICATE

2045722117

By _____
PHILIP MORRIS U.S.A.

TOTAL AMOUNT

28,375.00